



**THE IMPACT OF SERVICE QUALITY DIMENSION TOWARDS CUSTOMER  
SATISFACTION AT MELAKA INTERNATIONAL TRADE CENTRE.**

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**JULY 2018**

**THE IMPACT OF SERVICE QUALITY DIMENSION TOWARDS CUSTOMER  
SATISFACTION AT MITC.**

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**Submitted in Partial Fulfillment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TECHNOLOGY MARA  
MELAKA**

**JULY 2018**

## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

I, Nur Fitra Azira Binti Yusop, (I/ C Number: 940319-06-5106)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

**JULY 2018**

The Head of Programme,  
Bachelor of Business Administration with Honours (Marketing),  
Faculty of Business Management,  
Universiti Teknologi MARA,  
Kampus Bandaraya Melaka,  
110 Off Jalan Hang Tuah,  
75350 Melaka

Dear Sir/ Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**THE IMPACT OF SERVICE QUALITY DIMENSION TOWARDS CUSTOMER SATISFACTION AT MITC**” To fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours Sincerely,

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Bachelor of Business Administration (Hons) Marketing.

## **ABSTRACT**

The purpose of the study is to identify the relationship between customer satisfaction and service quality dimension at event organizing by MITC. A survey were conducted amongst the customers who make a reservation at Buffet Ramadhan MITC. In this study, there are four (4) factors were adopted which is responsiveness, tangibility, assurance and reliability. This factor will be analyses whether there is a significant relationship with customer satisfaction or not. A total of 125 of respondent were selected randomly using a convenience sampling. The finding shows that, there is a significant relationship between service quality dimension and customer satisfaction. And some recommendation were provided by the researcher for the future research about the service quality dimensions.

**Key words:** Customer satisfaction, Responsiveness, Tangibility, Assurance, Reliability, Empathy, Customer MITC